

TO: Edna Moore

DATE: January 17, 1996

FROM: Jose Fontanez

SUBJECT: COMMUNITY EVENT MARKETING & MARLBORO MUSIC
 ETHNIC ADVERTISING SCHEDULE AND PLAN

As we discussed, listed below is the advertising objective for Marlboro Music Hispanic Concerts where dollars have been allocated for Hispanic newspapers.

Program Objectives:

- To expand visibility and awareness of the Marlboro brand;
- To reinforce brand imagery;
- To leverage sponsorship of the festival and build an association between Marlboro and the event;
- To generate product trial and repeat purchase;
- To gain and maintain brand loyalty and purchase continuity, where applicable;
- To reinforce partnership role between brand and the community; and,
- To create goodwill for Marlboro and Philip Morris.

Program Strategies:

- To extend Marlboro's participation and leadership position. Marlboro Music concerts will be presented at key community festivals, military and state fairs.
- Support event with advertising/promotions that build awareness and involvement; and,
- Keep the Marlboro brand name visible at events that reach large numbers of key consumers.

ROP Media Plan Schedule:

	<u>Date</u>	<u>Market</u>
Carnaval Superband Concert	3/3	Miami, FL
Calle Ocho Festival	3/10	Miami, FL
Canonazo Primavera	April 20	Chicago, IL
L. A. Fiesta Broadway	4/28	Los Angeles, CA
Rompiendo Barreras	May 25	Houston, TX
Del Mar Fair	June	San Diego, CA
116th Street Festival	6/8	New York, NY
Fort Hood	8/4	Killeen, TX
Fort Bliss SummerFest	8/11	El Paso, TX
L.A. County Fair	9/8	Pomona, CA
Arizona State Fair	October	Phoenix, AZ
Raices Festival	10/27	Orlando, FL
Pan American Festival	11/10	Miami, FL
Los Temerarios Concert	11/30	San Jose, CA

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Executional Considerations:

Continue to produce the standard Marlboro red roof music logo.

Creative:

Primary b/w ROP ad with red roof logo.

Scheduling:

Advertising is scheduled one or more times (based on need and budget) approximately 3-4 weeks prior to each concert or as close to each concert date.

Assure that no conflict occurs between brand advertising and event scheduling, if possible.

Strategic Summary:

ROP (daily, weekly, biweekly) is the primary media vehicle to be utilized for each concert since it provides reach against the Hispanic audience and is an excellent vehicle to promote ticket sales and/or maximize attendance. ROP advertising also meets business objectives.

cc: I. Broeman
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